

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)

Minutes of the Meeting on
Tuesday, March 25, 2014

Members Present: Luis Alvarez, Craig Chapello, Elizabeth Garvey,
Jan Grisemer, John Karstrand, Steve Potter, and
Elyce Rembos

Members Missing: Mike Goebel and Chris Schramko

Staff Present: Timothy Scott, AICP, CNU-A
Director of Economic Development & Urban Design

Others Present: Jan Anderson, President and Chief Executive Officer,
Hinsdale Chamber of Commerce (and grandson)

Call to Order

At 7:02 p.m. Mr. Karstrand called to order the Economic Development Commission (EDC) meeting of Tuesday, September 24, 2013. (Agenda Item 1)

He then moved the last item from the EDC agenda to the beginning of the meeting.

Update from the Hinsdale Chamber of Commerce

Ms. Anderson, President and Chief Executive Officer of the Chamber, provided a summary of the group's first-ever "At Home in Hinsdale" show. She said that it was very well-attended, particularly the individual topical/thematic break-out sessions. Ms. Anderson added that vendors expressed their satisfaction with the event and those that she had heard from directly commented that they would certainly partake if it was held again. (Agenda Item 9)

Approval of Minutes

Ms. Grisemer made a motion to approve the minutes of the special meeting of the EDC that was held on October 29, 2013. Ms. Garvey seconded, and the motion was approved unanimously. (Agenda Item 2)

Review of Revenues

Mr. Scott reported that total sales tax revenue through March, which reflects sales made through December 31, 2013, increased by \$66,489 (or 2.4%) relative to the same period last year and exceeded the Village's budget projection by \$55,549 (or

22.35). Mr. Scott relayed that food-and-beverage tax revenue for the first eleven months of the fiscal year exceeded the same period last year by \$10,784 (or 3.7%) but lagged budget by \$10,454. (Agenda Item 3)

Review of Holiday Even and Lighting Program

Mr. Scott provided a recap of the Village's "Distinctly Hinsdale for the Holidays" event, noting that while attendance was slightly off for the traditional horse-drawn carriage rides, visits with Santa Claus, and cookie decorating in the gingerbread man factory, it should still be considered successful, particularly given the extreme weather. Mr. Scott commented that feedback for the Village's lighting program for the greater downtown area had been overwhelmingly positive with EDC members echoing this sentiment. The group hoped for the same level of funding for next year's program and perhaps further refinement with the potential acquisition of additional light-emitting diode (LED) strings that due to their lower power consumption could overcome the limited electric capacity of certain sections downtown. (Agenda Item 4)

Update on Tenants and Development

Mr. Scott relayed recent news regarding the Village's commercial districts, including the opening of Clementine, a retail cosmetics boutique and the status of up to four planned restaurant projects, noting that "Yia Yia's" in Grant Square would likely be the first to open. Mr. Scott mentioned the small office building in a garden office concept for 330 Chestnut and the interest that continues to exist for a key parcel in the eastern third of Ogden Avenue. (Agenda Item 5)

Review of Completed and Planned Improvements to Burlington Park

Mr. Scott stated that the bid for the landscaping of the masonry wall would be announced on Thursday, March 27th and that the actual planting is intended to follow an irrigation project that was being bid out by the Village's Public Services Department. Mr. Scott remarked that the next project to be bid would be the community information signs at the northeast and northwest corners of the park. He emphasized that a number of design iterations were prepared to find the right balance of function, visibility, and cost-effectiveness and that the project should provide a marked upgrade over the current vinyl banner system, a feeling that was shared by EDC members. (Agenda Item 6)

Review of EDC Budget for Fiscal Year-to-Date

Mr. Scott noted that with one month left in the fiscal year the EDC had utilized all of its budget resources. He explained to members that the community information signs planned for Burlington Park were re-budgeted and slated for completion in the new fiscal year. Mr. Scott clarified that this capital project would be in addition

to the electric system upgrade already planned for the new fiscal year. Mr. Scott suggested that members may wish to begin considering promotional initiatives for the upcoming fiscal year at the April meeting of the group. (Agenda Item 7)

Update on Parking Study Being Conducted by the Chicago Metropolitan Agency for Planning (CMAP)

Mr. Scott informed members that CMAP had completed a draft of their innovative parking management strategies document and that the ideas were currently being reviewed by Village Staff and the Village Board. Mr. Scott suggested that since the analysis and report had been prepared by CMAP, a public presentation by their staff would likely be the next key step of the project. (Agenda Item 8)

Adjournment


With no additional business before the Commission, Mr. Alvarez made a motion to adjourn. Ms. Grisemer seconded, and the motion passed unanimously. The March 25, 2014 meeting of the EDC was declared adjourned at 8:13 p.m. (Agenda Item 10)

Respectfully submitted,

Timothy Scott, AICP, CNU-A

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

From: Timothy J. Scott, AICP, CNU-A – Director of Econ. Develop. & Urban Design 

Date: June 16, 2014

RE: New Advertising Campaign

Following is a brief summary of the marketing campaign that is developed annually by the Village's Economic Development Commission (EDC).

Purpose

Succinctly, the EDC's advertising campaigns are designed to emphasize the importance and benefits of shopping locally and highlight the attractiveness of the Village as a unique destination and charming place to visit.

The effort is intended to increase the visibility of Hinsdale's businesses and in turn stimulate economic activity. Presenting the attributes that differentiate the Village from other communities and retailing formats helps position the Village, builds good will with our invested business partners, celebrates civic pride, and has the potential to affect consumer behavior.

Dual Track Approach

The EDC's advertising campaigns are developed with two targeted audiences in mind, namely, Hinsdale residents and potential visitors from nearby communities and the west suburban region.

New Advertising Campaign Idea

At the EDC meeting on June 24th, a new campaign idea will be presented by Direct Advantage, the EDC's marketing partner. As noted in last month's memo, the campaign has been designed with multiple media formats in mind, including print (local and regional), online (website banners), and video.

In order to communicate the campaign concept and stimulate discussion, attached are four draft ads. Samples are reflective of business categories that are well represented in the Village's commercial districts; these are, specifically: dining; fashion; home décor, accessories, and design; and salons/day spas.

Media Plan

At the next meeting of the EDC, a draft media plan will be presented for discussion and consideration.

If you have any questions or comments, please do not hesitate to contact me by phone at (630) 789-7005 or via e-mail at tscott@villageofhinsdale.org.

Thank you.

cc: President Cauley & Board of Trustees
Kathleen A. Gargano, Village Manager

The "Great" Room...



Doesn't have to be a figure of speech.

Hinsdale - where small town charm meets urban sophistication.

Bedside Manor
38 S. Garfield St.

Char Crews
8 Grant Square

Village Antiques & Home
48 S. Washington St.

distinctly
Hinsdale
Since 1875

WWW.HINSDALEFORTHOME.COM

Last night's leftovers?



Perfect for tonight's babysitter.

Dine in Hinsdale tonight!

Nabuki
18 E. First St.

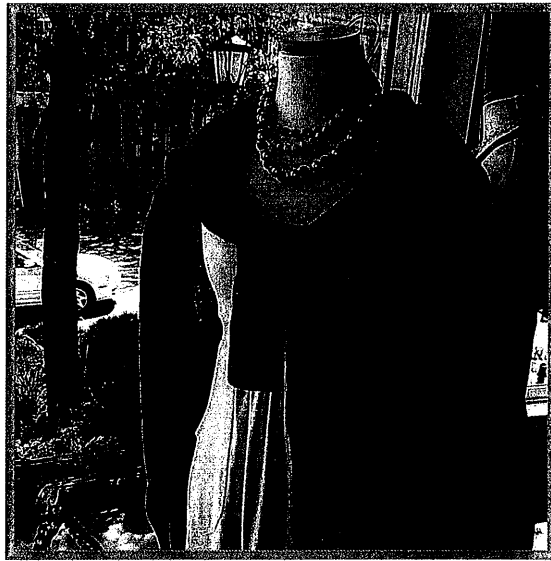
IL Poggiolo
8 E. First St.

Cine Modern Taqueria
29 E. First St.

dining by
Hinsdale
Since 1875

WWW.HINSDALEDINING.COM

Shop Paris & Milan.



Without a passport.

Shop the unique boutiques of Hinsdale.

Shop 10
10 E. First St.

The Green Goddess Boutique
52 S. Washington St.

Sweet William
15 E. First St.

distinctly

Hinsdale
Since 1875

WWW.DISTINCTLYHINSDALE.COM

Escape the cell phones.



Enjoy the hot stones.

Enjoy a spa day in Hinsdale.

The Face Loft
44 W. Harrison Pl.

Zazu Salon & Day Spa
18 E. Hinsdale Ave.

iDesign Salon
777 N. York Rd.

distinctly
Hinsdale
Since 1875

WWW.HINSDALESPA.COM